

CEO E-Briefing

A weekly report to City Council and the community

July 8, 2011

No. 3



All is Fair in Costa Mesa!

The **Orange County Fair** kicks off next Friday, the beginning of a four-week run that ends Aug. 14. How did it get to be the heart of summer already?

The fairgrounds has generated plenty of controversy over the past two years as various companies and government agencies – including Costa Mesa – have attempted to buy the prime piece of property from the state.

So far, despite legislation, lawsuits and two bidding processes, the status quo has remained. (And the Costa Mesa City Council and residents have done an excellent job at insuring the property will continue to operate as a fairgrounds, no matter what the future holds.)

Meanwhile, for the next month, the smell of jumbo funnel cakes, barbecued ribs and even deep-fried Snickers will do a lot to erase memories of the pitched battles waged over the fairgrounds. That is the magic of the Fair.

The Orange County Fair is one of Costa Mesa's most treasured assets. This year, I'll enjoy and appreciate it more than ever.

Tom Hatch, Chief Executive Officer, City of Costa Mesa

Making History

Which Hall of Fame baseball player reported for duty at the Santa Ana Army Airbase?

- A. Bob Feller
- B. Mickey Mantle
- C. Joe DiMaggio
- D. Ted Williams

Answer: C: Joe DiMaggio. In 1943, DiMaggio had a 27-game hit streak for the SAAAB baseball team and was player/manager in 1944 prior to being transferred. In the photo, DiMaggio is pictured in back row, second from left.



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☒ **Comments**
or suggestions, please contact
wlobdell@ci.costa-mesa.ca.us



City of Costa Mesa



Costa Mesa City Hall

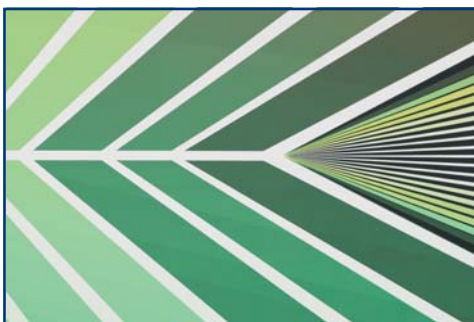
CEO's Office

Upcoming: Cash flow, Time Bomb, parks tour, Woodstock!

The Planning Commission will meet at 6 p.m. Monday to have a look at [how to streamline the development process](#), among other issues ... On Tuesday, the City Council will explore ways to make the City's finances sustainable in the long term at a July 12 Study Session ... The public meeting at 4:30 p.m. in the Council Chambers will focus on a new 5-year revenue and expenditure projection and capital reinvestment plan, a first-ever cash flow analysis, and a review of Costa Mesa fiscal policies ...

Also on Tuesday, you can hear Time Bomb's classic rock music at the [Concerts in the Park](#) at Fairview Park beginning at 5:30 p.m. ... On Thursday, a community workshop will be held from 6 to 8 p.m. at the [Neighborhood Community Center](#) (1845 Park Ave.) to develop a [Bicycle Map and Safety Guide](#) for Costa Mesa – the [Historical Preservation Committee](#) will meet at 5:30 p.m. and the [Cultural Arts Committee](#) will meet at 6:45 p.m. ...

The Parks and Recreation Commission will conduct a tour of seven City parks Saturday to provide residents with an opportunity to meet and talk with commissioners. For a schedule, click [here](#) ... Also on Saturday, celebrate Bath'Stille Day and support to the [Costa Mesa Bark Park](#) at Arlington Avenue and Newport Boulevard by having your pooch washed for \$20 ... \$5 more will get them a pedicure ... Woodstock comes to Costa Mesa on Saturday and Sunday at the [Orange County Market Place](#) ... On Saturday from noon to 2 p.m., [Woodstock Mud](#) will perform a tribute to Crosby, Stills and Nash ... On Saturday from noon to 2 p.m., [Aquarius '68](#) will pay tribute to music legends including Janis Joplin, John Fogerty, Sly Stone, Jim Hendrix and Arlo Guthrie ...



Secret Spot

Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: If you get stoked over this photo, meet us down at the beach.

To get the whole picture, see [page 5](#).

Notes from the CEO's Office

Councilman Steve Mensinger asked at Tuesday's council meeting about the legality of having sworn officers from other law enforcement agencies help with traffic control for events such as the [Orange County Fair](#) ... The answer is yes ... Two Requests for Proposals (RFPs) will be sent out by the end of next week ... One is for **Animal Control Services** and the other is for **Video Production** ... By the deadline, the City received two proposals for outsourcing the **Costa Mesa Jail** operation ... A panel will be reviewing the proposals and make a recommendation to **CEO Tom Hatch** ... A proposed smoking ban for City parks and sports fields is expected to go to the **City Council** in August ... A new episode of the "**Community Report**" is now airing on **CMTV 24**. Stories include the 4th Annual **Costa Mesa Community Run**, the 64th Annual Costa Mesa-Newport Harbor Lions Club **Fish Fry**, the **Orange County Marathon**, a **South Coast Plaza** hosted **Barrett-Jackson** event, and the on-campus mural at **Adams Elementary School**. Watch the show online at [here](#) ... An Orange County judge ruled this week that the City can proceed with exploring the viability of outsourcing some services, but can't lay off any employees until all "proper procedures" were followed ... The City expects to receive the injunction in writing next week.

CEO's Office (continued)



Loans and grants available for home improvements

The **City of Costa Mesa Housing Rehabilitation Programs** are designed to assist qualified property owners improve either single-family or mobile home properties. Through a loan or grant, improvements can be made to the properties' plumbing, electrical and security systems; roof; and windows, among other things.

The maximum loan amount for a single-family home is \$50,000. The maximum grant amount for a single-family home is \$7,000. And mobile homes can get grants up to \$5,000.

If you are not interested in a loan or grant, you may want to consider the City's **Tool Rental Program**,

which provides a \$500 voucher to residential property owners to be used for renting tools to repair the property's exterior. Eligibility for the programs is based upon family size and income.

For application information, please call the **Housing and Community Development Hotline** at (714) 754-4892 and leave your name, property address and phone number.

Administrative Services

First Concert in the Park a rockin' success

More than 1,000 music lovers gathered Tuesday at Fairview Park for the summer's first installment of **Concerts in the Park**. The gourmet food trucks and beer and wine garden were popular additions to the annual event. The Costa Mesa High School cheer squad provide an added boost, as did the games and face-painting provided for the kids. This Tuesday at 5:30 p.m.: the classic-rock sounds of Time Bomb.

CONCERTS *in the park* 2011

Concerts in the Park Schedule:

July 12 - Time Bomb (Classic Rock)

July 19 - Help! (Costumed Beatles Tribute)

July 26 - Flattop Tom & his Jumpcats (Swing, Blues, Oldies)

Aug 2 - Dan Krikorian Band (Acoustic, Folk & Pop)



Development Services

Care facility on Orange Avenue getting upgrades

The 56-room Villa Rosa Care Senior Living facility at 2619 Orange Ave. is proposing various interior and exterior improvements that are currently in plan check. The improvements include:

- Enclosing an existing 426-square-foot, second floor deck area to make it habitable.
- Adding a 108-square-foot exterior staircase.
- Adding 108-square-feet to the laundry area.
- Remodeling a 4,402-square-foot interior space encompassing offices, dining room, kitchen and lobby area.
- Repairing and making alterations to several cooling/heating units, light fixtures, outlets, showers, wash basins and water closets.



PBS SoCal groundbreaking Thursday

PBS SoCal studio headquarters relocates to Costa Mesa

KOCE-TV Public Broadcasting Station (PBS) is relocating to Costa Mesa from Golden West College in Huntington Beach and a groundbreaking ceremony was held Thursday ... Improvement plans have been submitted to the City's Development Services Department for its first plan check of 6,372 square feet of interior tenant improvements. The proposed improvements will accommodate the new headquarters for PBS SoCal Studio at 3080 Bristol St. near the 405 Freeway. When completed, the project is expected to have a valuation of \$714,000.

Fire Department

Analysis of OC Fire Authority proposal goes to Council

The City Council will be presented with a 38-page analysis of the [Orange County Fire Authority's proposal](#) to manage and operate the Costa Mesa Fire Department at its July 19 City Council meeting.

Four-Alarm Fun Raiser set for Monday

The [Community Emergency Response Team](#) (CERT) will host a *Four Alarm Fun Raiser* at ECCO Restaurant at the Camp, 2937 Bristol St. from 11 a.m. to 3 p.m. on Monday for lunch service and 5 p.m. to midnight for dinner. Call or email reservation requests, (714) 444-3226 or www.eccopizza.com. As a community supporter of the CERT program, ECCO provides a generous percentage from each sale of food and /or beverage to fund disaster supplies for the community.



Leave no pet behind

Have you prepared for a disaster? How about an emergency kit for your pet? Create a "grab and go" bag that includes food, water, medication, leash, toys, veterinarian information and a current photo of the pet. Keep the bag in an easy-to-access location. For a helpful checklist and additional information on Pet Preparedness, visit the [City's website](#) or www.readyoc.org.

Police Department

Independence Day weekend: Safe and sane

Here's Police **Capt. Les Gogerty's** follow-up report on the Fourth of July weekend:

This is the second year in a row the Police and Fire Departments have not deployed a joint task force to address fireworks related calls for service. Instead each department deployed adequate staffing and managed the calls for service each day throughout the weekend.

This was the first year the City authorized the use of legal fireworks on July 2 and July 3, which resulted in more overall calls for service. While there were more total calls for service compared with last year and July 4 was extremely busy at times, supervisors from each department believed there was adequate staffing to handle the call volume and staff was able to manage the increased calls for service appropriately.

Interim Fire Chief Kirk Dominic reported everything went smoothly for the busy holiday weekend. They responded to approximately eight trash/dumpster fires on Sunday and Monday with six of them being on the evening of July 4.

Overall, for the holiday weekend, there were 455 calls for service reported. Of those, 387 were routine fireworks calls requiring no contact and handled on a case by case prioritized basis, 59 required a police officer response and contact, and nine were handled by the Fire Department.



Public Services

Nearly \$3 million in street repairs underway - \$8 million more to follow

The \$2.78 million street maintenance project has gotten underway this month, and another \$8 million in street repairs are planned for this fiscal year. This **Renew Costa Mesa Project** will have construction work performed on more than 100 residential streets, with all of the streets being resurfaced prior to the Thanksgiving holidays. The majority of streets included in this program are within the area bounded by Adams Avenue, Harbor Boulevard, Gisler Avenue and the Santa Ana River.

In addition, three other residential streets (St. Clair, Hanover and Bowling Green) have been included within the project. The work will be performed in phases and the contractor, All American Asphalt, will be notifying the residents of the work schedule for their street. For further information about this project, please contact the City at (714) 754-5029 or e-mail [here](mailto:Streetproject@ci.costa-mesa.ca.us). at the following e-mail address: Streetproject@ci.costa-mesa.ca.us.



Secret Spotted

Surfers will have instantly recognized the headquarters of Hurley International, one of the world's top surfwear brands, in the 1900 block of Placentia Avenue.

Public Services (Continued)

Groundbreaking Thursday for phase 2 of wetlands project

The City of Costa Mesa will host a groundbreaking ceremony at 3:30 p.m. Thursday for phase 2 of the **Fairview Park Wetlands & Riparian Habitat Project**.

Fairview Park encompasses 208 acres of open space consisting of bluffs, vernal pools, trails, native plant communities and wildlife. The wetland and riparian habitat improvements to Fairview Park are part of the 1998 approved Fairview Park Master Plan. City staff and the Fairview Park Citizens Advisory Committee developed the master plan for the restoration of the park. The committee emphasized the preservation of the native plant community/habitat.

In September 2009, phase 1 of the Fairview Park Wetlands and Riparian Habitat Project was completed. Seventeen acres of riparian habitat were planted, wetland ponds and streams graded, and an irrigation system installed. Funding for phase 1 was provided by the US Army Corps of Engineers, California Department of Parks and Recreation and the City's Park Development Fund. City staff is currently maintaining and monitoring the restored habitat.

Phase 2 improvements include the completion of the constructed wetland ponds and water delivery system, a multipurpose trail, fencing, signage, and twenty three acres of native habitat plantings and an irrigation system.



Improvements from phase I

The public is invited to attend the ceremony, which will be held at 2525 Placentia Ave. and attended by Costa Mesa City Council members and representatives from the Orange County Board of Supervisors. For more information, please contact **Alma Reyes**, Public Services Department at (714)754-5024.